

**MICHIGAN DEPARTMENT OF CIVIL SERVICE  
JOB SPECIFICATION**

**COMMUNICATIONS MANAGER**

**JOB DESCRIPTION**

Employees in this job direct the work of subordinate personnel. The employee under general or administrative supervision works within general methods and procedures and exercises considerable independent judgment to select proper courses of action. The work requires thorough knowledge of the policies, procedures, and regulations of specific communications programs and some knowledge of supervisory techniques and personnel policies and procedures. The employee performs such functions as approving leaves, performing service ratings, counseling employees, and participating in employee grievance procedures and the hiring and training of personnel.

There are three classifications in this job. The classification level is determined by the application of the Professional Managerial Position Evaluation System.

**Position Code Title – Communications Representative Manager-2**

**Communications Representative Manager 13**

The employee functions as a first-line professional manager of professional positions in a standard work area, a first-line professional manager of a professional position in a complex work area, a first-line professional manager of nonprofessional positions in a complex work area, a first-line manager of a professional position in a standard work area receiving executive direction, or a first-line professional manager of nonprofessional positions in a standard work area receiving executive direction.

**Position Code Title – Communications Representative Manager-3**

**Communications Representative Manager 14**

The employee functions as a first-line professional manager of professional positions in a complex work area, as a first-line professional manager of professional positions in a standard work area receiving executive direction, a second-line professional manager of professional positions in a standard work area, a first-line manager of a professional position in a complex work area receiving executive direction, or a first-line professional manager of nonprofessional positions in a complex work area receiving executive direction.

**Position Code Title – Communications Representative Manager-4**

**Communications Representative Manager 15**

The employee functions as a first-line professional manager of professional positions in a complex work area receiving executive direction, a second-line professional manager of professional positions in a complex work area, a second-line manager of professional positions in a standard work area receiving executive direction, or a third-line professional manager of professional positions in a standard work area.

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### **JOB DUTIES**

**NOTE:** The job duties listed are typical examples of the work performed by positions in this job classification. Not all duties assigned to every position are included, nor is it expected that all positions will be assigned every duty.

Selects and assigns staff, ensuring equal employment opportunity in hiring and promotion.

Coordinates activities by scheduling work assignments, setting priorities, and directing the work of subordinate employees.

Evaluates and verifies employee performance through the review of completed work assignments and work techniques.

Identifies staff development and training needs and ensures that training is obtained.

Ensures proper labor relations and conditions of employment are maintained.

Maintains records, prepares reports, and composes correspondence relative to the work.

Plans and conducts public relation programs in order to disseminate informational, educational, and promotional materials concerning the activities of a state department.

Directs the preparation and distribution of news releases, photographs, fact sheets, etc.

Determines public attitudes toward the department and its programs; directs the development of programs to promote favorable attitudes.

Supervises and participates in contacting industrial firms with interest in relocation or expansion, learns needs of such firms, and promotes location in Michigan communities.

Supervises and participates in furnishing industrial executives with information on such industrial and commercial location factors as state and local taxes, transportation facilities, available labor supply and power, water, and other natural resources.

Matches site or plant requirements of industrial prospects with available facilities in suitable communities; arranges and attends meetings between prospect and community.

Directs the formulation of policy, promotion, and establishment of international trade programs for the sale of Michigan products abroad, the stimulation of investment of foreign capital in Michigan, consumer marketing, or tourism programs.

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Directs and participates in the planning and coordination of programs to promote businesses for minority or disadvantaged persons.

Indicates and implements services and programs in specialized areas such as tourist and arts promotion, low income housing, traffic safety, agricultural products, machinery and livestock, or job service.

Performs related work appropriate to the classification as assigned.

### **JOB QUALIFICATIONS**

#### **Knowledge, Skills, and Abilities**

Thorough knowledge of public relations and promotional methods and techniques.

Thorough knowledge of the preparation and use of all types of informational media including newspaper, television, and radio publicity programs.

Thorough knowledge of pertinent departmental programs.

Thorough knowledge of interviewing techniques.

Thorough knowledge of community resources and community organizations.

Thorough knowledge of business administration, methods, and practices.

Thorough knowledge of the production, manufacturing, and distribution requirements of major types of industry.

Thorough knowledge of markets and principles of international or domestic trade.

Thorough knowledge of state and federal laws, regulations, and agreements relative to the work.

Thorough knowledge of the type of informational media appropriate to the work.

Thorough knowledge of outlets for services, products, or commodities.

Thorough knowledge of advertising methods and techniques.

Thorough knowledge of community organizations and resources.

Thorough knowledge of departmental services and programs.

Thorough knowledge of the factors influencing the location, businesses, and industry.

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Thorough knowledge of proper English usage, spelling, and grammar.

Some knowledge of training and supervisory techniques.

Some knowledge of employee policies and procedures.

Some knowledge of equal employment practices.

Ability to instruct, direct, and evaluate employees.

Ability to analyze and appraise facts and precedents in making management decisions.

Ability to plan and conduct public relations programs.

Ability to prepare and distribute such media devices as news releases, photographs, and fact sheets.

Ability to make educational presentations and speak before groups regarding department programs.

Ability to communicate effectively with others.

### **Working Conditions**

None.

### **Physical Requirements**

None.

### **Education**

Possession of a bachelor's degree in advertising, broadcasting, communications, communications arts, English, journalism, or telecommunications.

### **Experience**

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Four years of professional experience in preparing and disseminating informational and promotional materials, including two years of professional experience equivalent in responsibility to a Promotional Agent P11 or Communications Representative P11.

OR

One year of professional experience equivalent in responsibility to a Promotional Agent 12 or Communications Representative 12.

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**Special Requirements, Licenses, and Certifications**

Certain positions may be assigned subclass codes and individuals appointed must possess the required specialized experience, training, or license.

**JOB CODE, POSITION TITLES AND CODES, AND COMPENSATION INFORMATION**

<b><u>Job Code</u></b>	<b><u>Job Code Description</u></b>
COMNTNMGR	Communications Manager

<b><u>Position Title</u></b>	<b><u>Position Code</u></b>	<b><u>Pay Schedule</u></b>
Communications Representative Manager-2	COMMMGR2	NERE-182
Communications Representative Manager-3	COMMMGR3	NERE-186
Communications Representative Manager-4	COMMMGR4	NERE-188

ECP Group 3  
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